



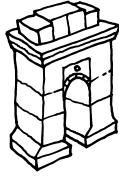
S M A L L  
yet  
**Mighty**



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Rosedale Development Association  
**2021 Annual Report**





**As the second year** of the

pandemic continued worldwide, Rosedale Development Association worked hand-in-hand with neighbors, businesses, and friends

to strengthen our community. We took the lessons we learned from last year, and met challenges with small and intentional solutions that could create lasting ripple-like effects of change. By focusing on the power of Rosedalian, deepening our connections, and expanding collaborations, we discovered that we are indeed small, yet mighty!

Dear **Neighbors,**



I love neighborhood cleanup days. I love being outside, I love walking around Rosedale, and I love making an impact on my community that I can see and feel (... and occasionally smell.) So, in early 2021, with Covid surging and vaccines not yet available for anyone under 12, I was thinking sadly that we'd need to cancel the All-Rosedale Cleanup *again*. Instead, as they always do, the RDA team and the neighborhoods in Rosedale found a better way. Instead of one big cleanup day . . . how about eight little ones?

Neighborhood groups, churches, schools, businesses, community policing, service groups, and even the mayor spread out across Rosedale on six weekends in April and May, and then came back again in the fall for two more. Over 150 volunteers lent a hand, filling hundreds of trash bags, painting over graffiti, and cutting back vegetation all over the neighborhood. Over and over again this year, small groups of us figured out how to do big things.

Thanks to all of you who show up for Rosedale,

Erin Stryka  
Executive Director

# Board of **Directors**



Ally Mabry (chair)



Pete Cashen (vice chair)



Rachel Russell (treasurer)



Ellie Haire (secretary)



Mary Gonzales



Courtney Brooks



Charita Vine



Scott Martens



Valorie Wells Fenton



Dr. Tamekia McCauley



Carlos Casas



Brooke Rodriguez

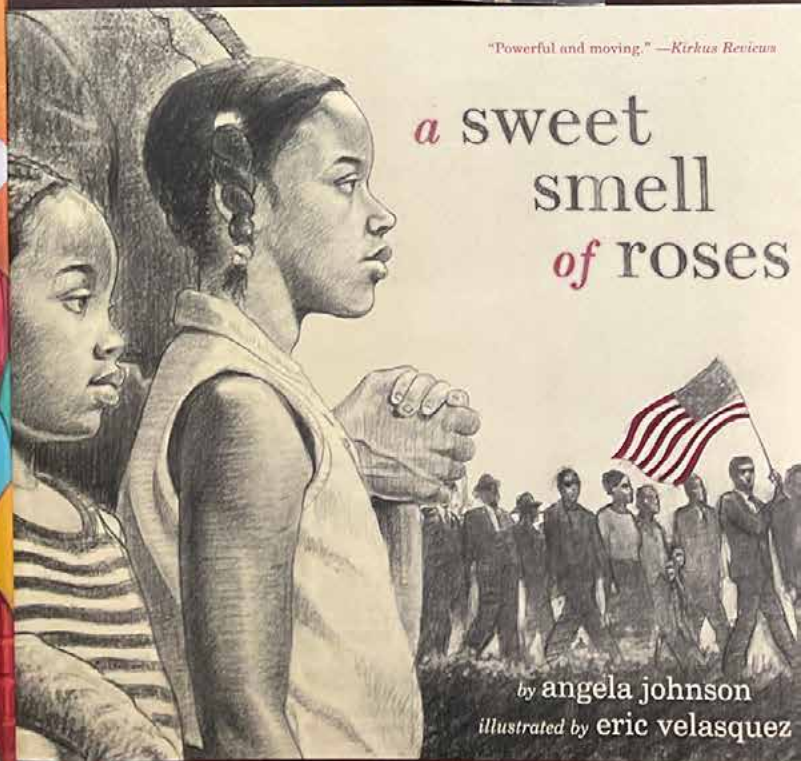
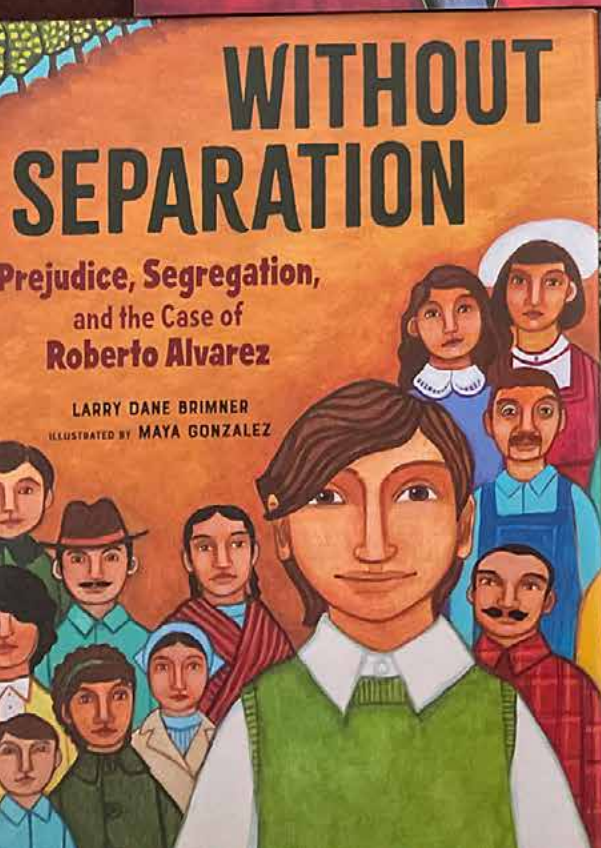
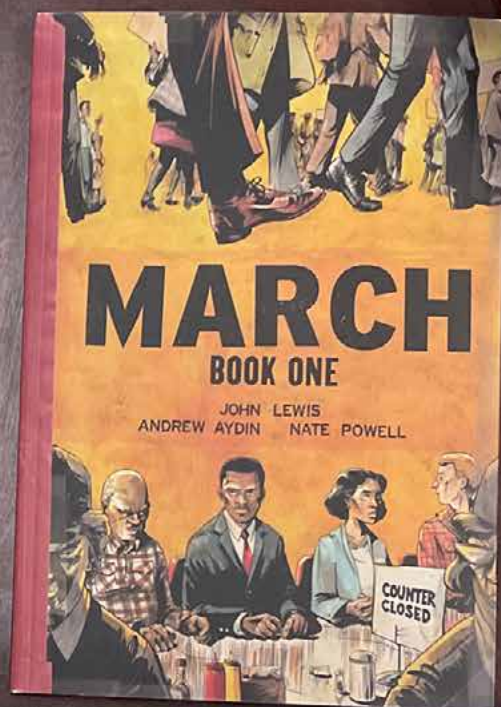
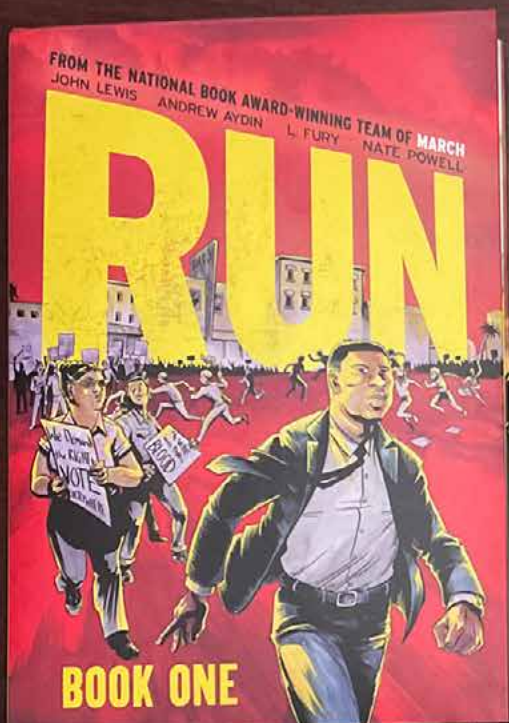


David Bluford



Collin Cooper







## Small yet mighty | **Voices**

**As we navigated** the second year of the pandemic, neighbors found new ways to raise their voices. Our annual RISE week was unexpectedly virtual, yet undeterred volunteers recorded themselves reading or zoomed into classrooms, and students sent electronic postcards to their elected officials sharing what they learned and what positive changes they wanted to work for in their communities.

Rosedalians before and during the pandemic work hard to advocate for this community, but the pandemic made advocacy both more complicated and more urgent. If you've ever heard of or participated in a Couch-to-5K running program, you know that it provides a gradual approach to achieving an intimidating running goal. Just like many

of us are intimidated by running, many are also intimidated by advocacy. In 2021 RDA created the Couch to Commission guide — a step-by-step, easy-to-follow map for making your voice heard at the local and state government.

One of our best tools for advocacy is the Rosedale Master Plan, created by Rosedale in partnership with Wyandotte County to guide development in our community. In 2021 we saw an important part of the Master Plan implemented. Hudson Apartments, a large market-rate apartment complex that will increase density and provide new housing in Rosedale that closely follows the Rosedale Master Plan, was approved with the vocal support of the neighborhood.

“The residents at Mission Cliffs are really excited to see this kind of high density housing along the Rainbow corridor. It's a beautiful thing to see our master plan being implemented.”

—Tim Longobardo, president of the Mission Cliffs HOA



17

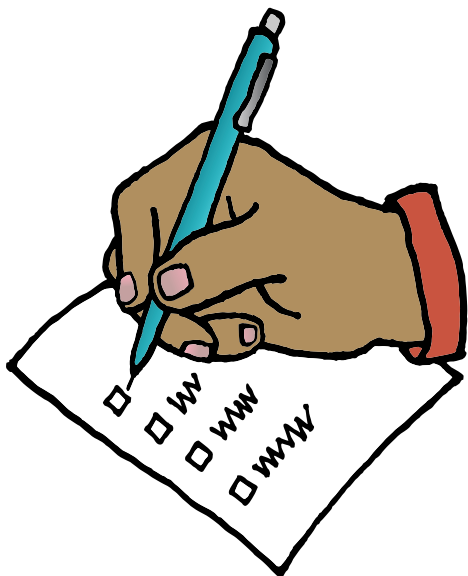
neighbors provided  
written or spoken  
testimony at local  
government meetings.



22

classrooms participated  
in RISE (Reading  
Inspirational Stories  
to Empower) via zoom.





# 1953

Rosedalians submitted  
feedback on their  
priorities in a future  
community center.



For years, Rosedalians have been asking for a community center — ever since the Bell Recreation Center closed in 1997. In our 2020 community needs survey, neighbors continued to report a need for open and accessible spaces, magnified by the way the pandemic affected our ability to gather safely. We firmly believe that our neighbors are the experts, so in 2021 we began the preliminary steps of seeing exactly what the Rosedale community wanted to see in a community center and what priorities they have for such a space. Through a community survey open to all people who live, play, and work in Rosedale, we identified top priorities to focus on as we move forward in realizing a welcoming space for all Rosedalians to gather. ■





## Small yet mighty | **Together**

**2021 was a year** of meeting in small groups and staying connected to one another safely. Rosedalians gathered for a virtual bingo night, yoga in the park, blood drives, and neighborhood walks, talking about neighborhood issues and enjoying one another's company.

We were beyond thrilled to welcome Rainbow Summer Program scholars back in person for another six weeks of reading, with a curriculum designed by USD 500 teachers. Students improved their reading skills and comprehension by an average of eight percent — and more importantly, enjoyed some great new books, played hard on Whitmore Playground, made their own snacks from the garden, and created a rainbow marketplace with their own currency to learn some financial and business skills.

RDA also hosted a Rosedale business social! The gathering of Rosedale businesses and elected officials fell on one of the hottest days of the year, so the group met over some sno-cones and cold drinks.

The Rozarks Trails provided an amazing resource and safe gathering space for spread-out community events. Our annual Healthy Halloween event was transformed into a Haunted Halloween trail, with over 300 community members joining us at the Rosedale Memorial Arch at Mt. Marty Park. We also brought back the Luminary Hike at the Rozarks to end the year, with support and collaboration from neighbors who held an apple cider fundraiser and a special night for Frank Rushton students.

“The summer program is giving my kids a purpose and keeping them reading this summer. The books that you guys have chosen are so good and relevant! This keeps my kids active while I work from home.”

—Rainbow Summer Program participant parent





24

neighborhood social  
events took place  
in Rosedale,  
hosted by RDA.

427

people report feeling  
more connected to  
their community  
and neighborhood.





# 536

neighbors and  
friends participated  
in community  
beautification events.



Last year, a small yet mighty Rosedalian named Brighton Brame approached us with the idea of hosting a Luminary Hike in the Rozarks, and it was a smashing success. This year she went a step above and hosted an apple cider fundraiser at the trailhead, raising \$145.23 for RDA. As Brighton proudly brought her donation to the RDA office the next day in a beautifully decorated envelope, we were reminded that neighborhood champions such as her are the backbone of Rosedale's thriving community. ■







## Small and mighty | **Support**

**Rosedale has had** a long-standing history of community supporting and taking care of one another. As Rosedalianians waited for state and federal support to recover from many different stresses of the pandemic, RDA and other small local organizations filled in the gaps.

Through our emergency assistance funds, RDA supported 20 families who needed help on their rent and utilities and assisted over 30 families with groceries. When our funds ran out, we partnered with After the Harvest and other local pantries for fresh and healthy food distribution. We guided individuals through the state funded KERA assistance program, assisting them with applications and step-by-step advocacy with local landlords. Through

our Christmas in October Minor Home Repair program, we were able to repair 15 homes in Rosedale for seniors, veterans, and those with disabilities.

We also extended support to Rosedalianians in physical ways; when holding youth programs in person wasn't an option due to Covid-19 community spread, our program team supported families through creating and delivering activity boxes to keep youth active, reading, and engaged. And in an effort to increase transportation access to residents and commuters, we helped launch 4 electric bikeshare stations in Rosedale through partnership with BikewalkKC and the United Government of Wyandotte County.

“ This assistance program is saving me right now. I am going to do all I can to figure out a way to pay it forward in my community.”

— An emergency assistance recipient





10

extra-small businesses  
were supported by RDA's  
business consultation  
and outreach.



17

neighbors enrolled  
in our activity box  
program during local  
Covid-19 outbreaks.





**\$10k+**

was spent on  
emergency assistance  
to fill the gaps  
for Rosedlaians.



Rosedalians were hit hard with the financial burden of the pandemic, and RDA responded by providing emergency financial assistance to neighbors with over \$6,000 for February rent and utility bills alone. We completely emptied our emergency assistance funds, trying to distribute as much as we could to keep Rosedalians housed and with running water and electricity, and were concerned about funding for the next month. Just in time, the state funded KERA rental and utility assistance funds were launched in March, and we were able to share this resource to Rosedalians, even bringing them into our offices and guiding them through the application process for this program, which awarded millions of dollars to Kansans financially affected by Covid-19. ■

**ROSEDALE DEVELOPMENT ASSOCIATION, INC.**  
**Statement Of Financial Position December 31, 2021**

**ASSETS**

CURRENT ASSETS:

|                                            |              |
|--------------------------------------------|--------------|
| Cash                                       | \$ 125,435   |
| Contributions receivable                   | 138,221      |
| Government grants and contracts receivable | 13,118       |
| Other receivables                          | 1,480        |
| Prepaid expenses                           | <u>5,677</u> |

Total current assets 283,931

PROPERTY AND EQUIPMENT, NET 86,132

Total assets \$ 370,063

**LIABILITIES AND NET ASSETS**

CURRENT LIABILITIES:

|                                          |              |
|------------------------------------------|--------------|
| Accounts payable                         | \$ 6,869     |
| Accrued payroll and related liabilities  | 13,566       |
| Other accrued liabilities                | 907          |
| Refundable advances on government grants | <u>1,000</u> |

Total current liabilities 22,342

Paycheck Protection Program Loan

Total liabilities 22,342

NET ASSETS:

|                            |                |
|----------------------------|----------------|
| Without donor restrictions | 89,306         |
| With donor restrictions    | <u>258,415</u> |

Total net assets 347,721

Total liabilities and net assets \$ 370,063

**ROSEDALE DEVELOPMENT ASSOCIATION, INC.****Statement of Activities and Changes in Net Assets For the Year Ended December 31, 2021****REVENUES, GAINS AND OTHER SUPPORT:**

|                                                             |            |
|-------------------------------------------------------------|------------|
| Contributions and grants:                                   |            |
| Foundations                                                 | \$ 296,305 |
| Government grants                                           | 92,993     |
| Corporations                                                | 85,134     |
| Individuals                                                 | 13,157     |
| Religious organizations                                     | 9,500      |
| Special Events, net of direct benefits to donors of \$5,307 | 6,636      |
| In-kind                                                     | 9,440      |
| Fees for service                                            | 720        |
| Forgiveness of PPP loan                                     | 47,144     |
| Rental income                                               | 11,670     |
| Net assets released from restrictions                       |            |
| Total revenue, gains and other support                      | 572,699    |

**EXPENSES:**

|                           |         |
|---------------------------|---------|
| Program expenses:         |         |
| ARCH                      | 295,763 |
| ARCH Plus                 | 112,615 |
| Total program expenses    | 408,378 |
| Supporting services:      |         |
| Administration            | 95,798  |
| Fundraising               | 46,972  |
| Total supporting services | 142,770 |
| Total expenses            | 551,148 |

**CHANGE IN NET ASSETS**

21,551

**NET ASSETS, BEGINNING OF YEAR**

326,170

**NET ASSETS, END OF YEAR**

\$ 347,721



## Donors Over \$250

AARP Foundation  
 AmeriCorps Kansas through  
 the Kansas Volunteer  
 Commission  
 Boulevard Brewing Company  
 Buck Roofing & Construction  
 Carlos Casas  
 Carmen's Cafe  
 Carol Kane  
 Cashen Brothers  
 Dynamic Discs  
 E. Edwards Workwear  
 Ewing Marion Kauffman  
 Foundation  
 Google Fiber  
 Hall Family Foundation  
 Health Forward Foundation  
 Joe's KC  
 Kansas City Board of  
 Public Utilities  
 Kansas Health Foundation  
 KC Can!  
 KC Testing & Engineering  
 KC Winfastener  
 Kent Best  
 Livable Neighborhoods Task Force  
 Lizzardbrand  
 Kerry & Dave Gordon | Life 88.5  
 Lane 4  
 Mary Gonzales & John Mendez  
 Midtown Signs  
 MKS Pipe & Valve  
 Neighborhoods Rising Fund  
 Northwood Liquor  
 Penn Tool  
 Prime Health Foundation  
 Rachel Russell  
 Rainbow Mennonite Church  
 Ramp Up Labor  
 Rosedale Auto  
 Rotary Club 13  
 Shumaker Foundation  
 Stevie Reynolds  
 The University of Kansas  
 Health System  
 The University of Kansas  
 Medical Center  
 TMS, Inc.

Unified Government of  
 Wyandotte County &  
 Kansas City, KS  
 Unified Government |  
 Hollywood Casino  
 Schlitterbahn Vacation  
 Village Charitable Fund  
 Volunteer Generation Fund  
 through the Kansas  
 Volunteer Commission  
 Walmart Community Grants  
 West Plaza Tomato  
 Wholesale Sheet Metal

## Monthly Donors

Alissa Workman  
 Ally Mabry  
 Amanda Lindahl  
 Ashton Wells  
 Heidi Holliday  
 Kathleen Ingraham  
 Stephanie Moore  
 Sarah Waggoner  
 Valorie Wells Fenton

## Donors under \$250

Alison Bush  
 The Bender Family  
 Beth Ciperson  
 Bob Roddy  
 Brooke Rodriguez  
 Caroll O'Neal  
 Charlie Hustle  
 Courtney Brooks  
 David & Vicky Bluford  
 Deloris Jean Brown  
 Devon Teran  
 Duane Graber  
 Grant Mallet  
 Gunter Construction  
 Heinen Landscape and Irrigation  
 James and Alice Jenkins  
 Jeff Blackwood  
 Jeff and Christine Lysinger  
 Jesse Ruiz  
 Jim Needham  
 Jim & Trudy Daugherty

Jim & Virginia Chiles  
 Julie Roberts  
 Karen Johnson  
 Kathleen Cross  
 LED Direct  
 Lesslie Bissel  
 Louis & Jane Wetzel  
 Maria Garcia  
 Milton Moore  
 Oliver Insurance Agency  
 Orr Radiator Inc  
 Pat Pettey  
 Sharon Baldwin & Kathy Roberts  
 Teresa Hall  
 Theodis & Lillie Greer  
 Tracy Ocamb & Shari Lanzendorf

## Program Partners:

After the Harvest  
 BikeWalk KC  
 Christmas in October  
 Community Blood Center  
 Cross-Lines Community  
 Outreach  
 Giving Grove  
 Harvesters  
 Kansas City Community  
 Gardens  
 Livable Neighborhoods  
 Rainbow Mennonite Church  
 Rosedale Business  
 Stakeholders  
 Rosedale Schools and  
 Churches  
 The University of Kansas Health  
 System  
 Unified Government of Wyandotte  
 County and Kansas City,  
 Kansas  
 Unified Government Parks  
 & Recreation  
 University of Kansas  
 Medical Center  
 Urban Trail Company  
 The Vox Theatre  
 Wildwood Outdoor  
 Education Center  
 Workforce Partnership

# **Our mission**

is to work with residents,  
businesses, and  
institutions to develop  
a thriving Rosedale  
community.



## Connect with us!

 1403 Southwest Blvd., Kansas City, KS 66103

 913-677-5097

 [info@rosedale.org](mailto:info@rosedale.org)

 [rosedale.org](http://rosedale.org)

 [/RosedaleDevelopment](https://www.facebook.com/RosedaleDevelopment)

 [@rosedaleDA](https://www.instagram.com/rosedaleDA)

 [@rosedaleDA](https://twitter.com/rosedaleDA)

 [@rosedaleDA](https://www.tiktok.com/@rosedaleDA)

## Stay informed!

Sign up for our print newsletter [here](#).

## Want to volunteer?

Fill out the form [here](#).

## Donate now!

Click [here](#) and help support our programs.